



Marshaling the Power of the Private Sector to Drive Sound Public Health Policy

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Role of Trade Associations In Public Health Policy

- Overview of Association Advocacy Efforts
- Nutrition Policy & the Produce Industry
- Advocacy and Lobbying Strategies

Trade Associations & Advocacy

- Provide a Forum for Action based on Similar Interests.
- Help Shape Policy & Regulations to Improve Public Health.
- Provide Specialized Advocacy Services

Nutrition Policy Accomplishments

- 5 A Day for Better Health Program
- CDC Funding for Nutrition, Physical Activity, and Obesity Programs.
- New Dietary Guidelines 2000
- Increased Produce in the Women, Infants, and Children Program (WIC).

Advocacy & Lobbying

- Essential Part of our Democracy and Protected by the First Amendment.
- Vital in Communicating Viewpoints to Public Officials.
- Integral to Influencing Public Opinion and Causes of National Coalitions.

Lobbying Strategies

- Building and Advancing Relationships
- Writing Letters/Emails to Public Officials
- Visiting a Public Official
- Telephoning a Member of Congress
- Testifying Before Congress.

Building Relationships

- Necessary to Educate Public Officials on the Viewpoints of an Association.
- Communicating with Staff Members Who Handle Detail Work on Health Care Policy.
- Further Relationships That Are Developed.

Writing Letters To Public Officials

- Effective Way to Express Viewpoints.
- Carefully Reviewed by Public Officials
- Correspondence Should Be:
 - Concise & Accurate
 - Personal, And
 - Local to a Legislator's District or State

Visiting A Public Official

- One of the Most Effective Ways of Communicating with Public Officials
- Member Offices Located in Washington & in Local Districts and States.
- Town Hall & District Level Meetings Provide Key Opportunities to Shape Policy Actions.

Phoning Public Officials

- Reinforces Support of a Policy Position Held by a Trade Association or Advocacy Organization.
- Can be executed by Trade Association Representatives or at the Grassroots level.
- Same essential Letter Writing Guidelines are Followed.

Testifying Before Congress

- Another way Bringing the Viewpoints of an Association to Public Officials.
- Critical to Analyzing Different Viewpoints.
- Can be Presented Orally or in Writing.

Conclusion

- Several Factors Drive Public Policy Within Our Democratic Process .
- Two of the most important for Trade Associations are:
 - Participation in the Legislative Process, and
 - The Ability to Foster Consensus on Issues.